

激光世界

LaserFocusWorld[®] China

2020

MEDIA INFORMATION

WWW.LASERFOCUSWORLD.COM.CN



Laser Focus World China

The Premier Media Platform for the Photonics Industry in China

Media Information 2020

For years the Laser Focus World media platform has been acknowledged as the most trusted global resource for engineers, researchers, scientists, and technical professionals by providing comprehensive coverage of photonics technologies, applications, and markets.

And even before the "Made in China 2025" plan (China's interpretation of Industry 4.0) was formulated, Laser Focus World recognized the role China would have both as a significant user as well as developer of photonics products and technologies. Consequently, Laser Focus World launched Laser Focus World China in 2005.

The magazine is currently published every other month in Simplified Chinese and is distributed to more than 12,000 qualified photonics professionals. The printed edition of the magazine is augmented by a digital edition as well as by e-Newsletters, a website, and conferences (LaserFocus-Con), providing expanded news and product and technical information to a much larger audience of 43,000* professionals.

About 50% of Laser Focus World China's editorial content is sourced from Laser Focus World's English edition. The local editorial team based in Beijing then add a balanced mix of local news stories, technology features, new-product announcements, and interviews with local, industry executives specifically targeted for its readers' needs.

* 18,000 digital distribution (include 12000 print subscribers) plus 25000 (Sept 2019) unique website visitors.

Complete Information Platform



Chinese Edition



English Edition



Japanese Edition

LaserFocusCon
激光聚会



eMagazine



Website



eFocus



Resources Center



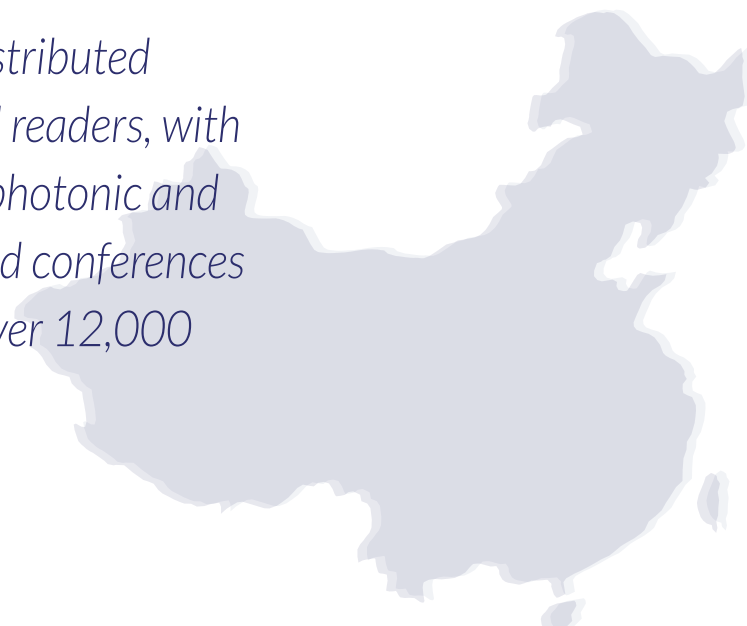
Circulation

By Business/ Industry	Qty
Lasers	2469
Enforcement	1543
Optical components, systems, materials, or supplies	1307
Manufacturing equipment, metals or machinery	1173
Components, systems or subsystems	815
Electronics or semiconductors	803
Communications equipment or systems	679
Laboratory, university/ hospital	494
Measuring or analyzing instruments	346
Industrial control systems & robotics	333
Medical/biomedical equipment	284
Energy/utility/related products	247
Laboratory, government	222
Aviation/ aerospace systems-law	222
Vision systems	222
Chemical products (including pharmaceutical, plastics, polymers & or rubber)	173
Engineering/design services	161
Printing, Publishing, photographic	161
Laboratory, industrial	136
Automotive or transportation equipment	136
Military equipment	86
Computers & office equipment (including displays & optical storage)	74
Consulting	62
Food or forestry products	37
Others	185
Total	12347

By Business/ Industry	Qty
Design engineering (components/ systems/ subsystems)	2494
Applied research & development	1593
Executive management (president ,VP, owner)	1469
Manufacturing/ production engineering	1420
Sales & marketing	1321
Engineering management	1086
Technical services & support	666
Measurement engineering (quality control/testing)	580
Basic research	419
Educator	408
Purchasing/ procurement	383
Packaging/ Assembly Engineering	235
Others	272
Total	12347

By Geographical	Qty
South China	4623
East China	4261
North China	1543
Central China	865
Northeast China	358
Southwest China	358
Northwest China	222
Hong Kong	74
Total	12352

Laser Focus World China is distributed controlled-free to the qualified readers, with bonus distribution at leading photonic and optoelectronic trade shows and conferences in China. Total circulation is over 12,000



Editorial Calendar

	Jan/Feb	Mar/Apr	May/Jun	Jul/Aug	Sep/Oct	Nov/Dec
Booking	Jan 03	Feb 26	Apr 29	Jul 01	Aug 21	Nov 03
Materials	Jan 09	Mar 05	May 08	Jul 08	Aug 28	Nov 10
Issue date	Jan 16	Mar 12	May 15	Jul 15	Sep 4	Nov 17
Editorial	Dec 16	Feb 12	Apr 15	Jun 16	Aug 11	Oct 17
Lasers	High Power Diode Lasers	Femto/fiber Lasers	Ultrafast Lasers	Novel Lasers	Disk Lasers	Supercontinuum Sources
Photonics Products	Optical lens and manufacturing	Nano positioning systems/ Motion control	Lidar systems	Laser measurement products	Optical design software	Spectrometers
Tech Features	Optical design	Scanning Technologies	Optical materials	Measurements & Analysis	Fiber Technologies	Beam control
Application Features	<ul style="list-style-type: none"> • Ultrafast machining • Heterogeneous materials machining 	<ul style="list-style-type: none"> • Applications of 10kW lasers • Laser precision welding 	<ul style="list-style-type: none"> • Direct diode laser applications • Laser non-metal processing 	<ul style="list-style-type: none"> • Ultraviolet processing • High reflective materials machining 	<ul style="list-style-type: none"> • Laser cutting • Laser additive manufacturing/ 3D printing 	<ul style="list-style-type: none"> • Laser cleaning • Laser processing + vision monitoring
Special supplements	Annual Laser Market Review & Forecast	Special column for Shanghai Laser Show	Automobile manufacturing	Semiconductor/ electronic manufacturing	Laser processing and intelligent factories	Lidar system
Bonus distributions		ITES/SIMM 2020 (Shenzhen)	SCIIF (Shenzhen) NEPCON China (Shanghai) SEMICON China (Shanghai) Electronica China (Shanghai) Productronica China (Shanghai)	TCT asia (Shanghai) AMTS/AHTE 2020 (Shanghai) LASER EXPO 2020 (Shenzhen)	CIOE (Shenzhen) LaserFocusCon (Shenzhen) MWCS (Shanghai)	CDIIF (Chengdu) LaserFocusCon (Suzhou) Bauma CHINA 2020

*Due to the impact of the new Cro-epidemic, only exhibitions determined the exhibition time are included

eFocus Calendar

Theme	Theme
Jan 15 High power diode lasers	Jul 1 Non-metal processing
Jan 29 Market review and forecast	Jul 15 10kW fiber lasers
Feb 12 Optical manufacturing	Jul 29 Novel lasers
Feb 26 High power fiber lasers	Aug 12 Additive manufacturing/3D
Mar 11 UV micro processing	Aug 26 Printing
Mar 25 Direct diode lasers	Sep 9 UV ultrafast lasers
Apr 8 Motion control	Sep 23 Laser measurement
Apr 22 Laser precision welding	Oct 14 Laser precision cutting
May 20 Ultrafast laser processing	Oct 28 Optical design software
Jun 3 scanners	Nov 11 Laser cleaning
Jun 17 Lidar	Nov 25 Disk lasers
	Dec 9 VCSEL
	Dec 23 Ultrafast fiber lasers
	High-reflective materials processing

Resource Center Calendar

Jan 8	Jul 8 22
Feb 19	Aug 5 19
Mar 4 18	Sep 2 16
Apr 1 15	Oct 21
May 13 27	Nov 4 18
Jun 10 24	Dec 2 16

* see Page 6 for more details



Advertising Rate (US\$)



Print magazine

Ad Size	Four Color		B/W		Premium Positions
	1x	6x	1x	6x	
Full Page	3,540	3,190	2,680	2,400	Cover II 5,870
2/3 Page H/V	2,710	2,440	2,170	1,960	Cover III 4,340
1/2 Page Island	2,430	2,220	1,700	1,400	Cover IV 6,980
1/2 Page H/V	2,300	2,070	1,620	1,460	Page 1 5,870
1/3 Page H/V	1,880	1,700	1,370	1,210	Facing Table of Content 4,920
1/4 Page	1,620	1,400	1,100	1,000	Facing Editor's Note 4,920
					Other Specified Positions +10%

Commission to recognized ad agency 15%
Translation cost: US\$100/ page

Website

Position	Appearance	Dimension (pixels, w x h)	Size	Format	Shares of inventory	per month	Exclusive (per month)
Leaderboard		728 x 90	60k		3	1,650	3,300
Rectangle	Run of Site	300 x 250	40k	JPG, GIF, Flash, animated GIF	8 through all 3 positions on page	1,000	N.A.
Half page (skyscraper)		300 x 600	80k		3	1,200	1,800
Middle		300 x 60	30k		4 through all 2 positions on page	700	N.A.
Logo Sponsor		140 x 70	20k	JPG	N.A.	350	N.A.
Prime product		140 x 100	30k			850	N.A.
Welcome ad	Run of Site	640 x 480	280k	JPG	One week	Two weeks	Four weeks
					540	1,020	1,930



Website

Resources Center

- Distribute your latest product information to 15,000 industry professionals
- Deliver in eNewsletter format, directly to the screens.
- Readers can easily download, email addresses will be collected and provide to advertisers.

Cost (per each resource unit), net

US\$ 800

Specifications:

1. One picture of 300 dpi or above , animation picture is not accepted
2. About 100 Chinese words as introduction (50 English words)
3. Click for more details (full description in PDF, or web-link host in Laser Focus World China website).
4. One email address to receive the leads (email addresses of inquirers). Leads report will be provided two weeks after the distribution



Banner Rate

Position	Dimension (pixels, w x h)	Size	Format	per month
				USD
Leaderboard	728 x 90	60k	JPG	1,570
Middle 1,2	350 x 60	30k		500

eFocus (eNewsletter)



Position	Dimension (pixels, w x h)	Size	Format	per issue
				USD
Top Banner	728 x 90	60k	JPG/GIF	1,570
Banner 1	350 x 180	40k	JPG/GIF	1,570
Banner 2,3,4	350 x 60	30k	JPG/GIF	600



Content Marketing

White Paper

Deliver your company's technical expertise to a targeted audience of thousands of design engineers looking for solutions to design and development challenges. Position your company as a thought leader and innovator and generate high quality leads for your sales team.

Your White Paper is promoted through multiple channels for the first two months, including

- Promotion in the bimonthly print advertisement with company logo
- Link placement on the HOMEPAGE of the Website during the first month
- Link placement in LFWC's "eFocus" E-Newsletters

In addition, your White Paper is archived in the White Papers section of the Website permanently with all sales leads captured and delivered to you via email.

	1x	4x	6x	12x
US\$	1,500	5,000	6,600	12,000



Video

The Power of Video Marketing

US\$ 1,500

- An effective way to convey your message in a memorable way
- Stand out in the crowd – create that WOW factor
- Helps to convey complex information more clearly by demonstrating your solution
- Drive traffic to your corporate videos or product demonstration videos

Your Video is promoted through multiple channels, including

- Promotion in the LFWC's homepage "News" section
- Promotion in LFWC's website's "Featured Video" section
- A dedicated email broadcast promoting your video



Webinar

Generate qualified leads.

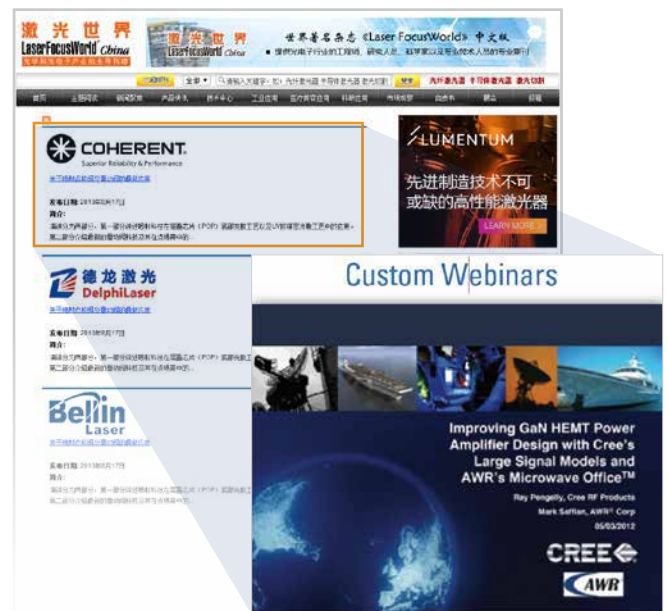
Webinars are a turnkey, cost-effective way to deliver technical product information to a large, geographically diverse audience of highly qualified design engineers and engineering manager sales prospects. A custom webinar provides great branding opportunities for your company.

Sponsorship includes

- Sponsor's executives' participation on the panel
- Event promotion on LFWC's website
- Event promotion in email newsletters
- Event promotion in Laser Focus World China
- Attendee names and demographics
- Sponsor's slides and message
- Sponsor's logo on all webinar promotion materials: Banner ads, Email invitations and Registration Page
- Numerous email blasts to LFWC's database

Benefits include

- Excellent lead generation
- Full contact information provided on all registrants For potential direct follow-up contact with attendees
- Ability to add qualifying questions to the registration form
- Available for "on demand" viewing, providing long-term lead-generation
- Q&A session provides market insight and audience interaction



	Live Webcast	View on demand Webcast
US\$	5,000	3,500



Welcome Ads

Welcome ads (also known as Cover ads or Roadblock ads) are full-page ads that appear on top of the page when arriving at a URL. This unit captures the user's browser for display of the ad and then redirects/-closes after a set time (about 10 seconds) or click through, so they have to be viewed. They are programmed to appear only once a day to each user.

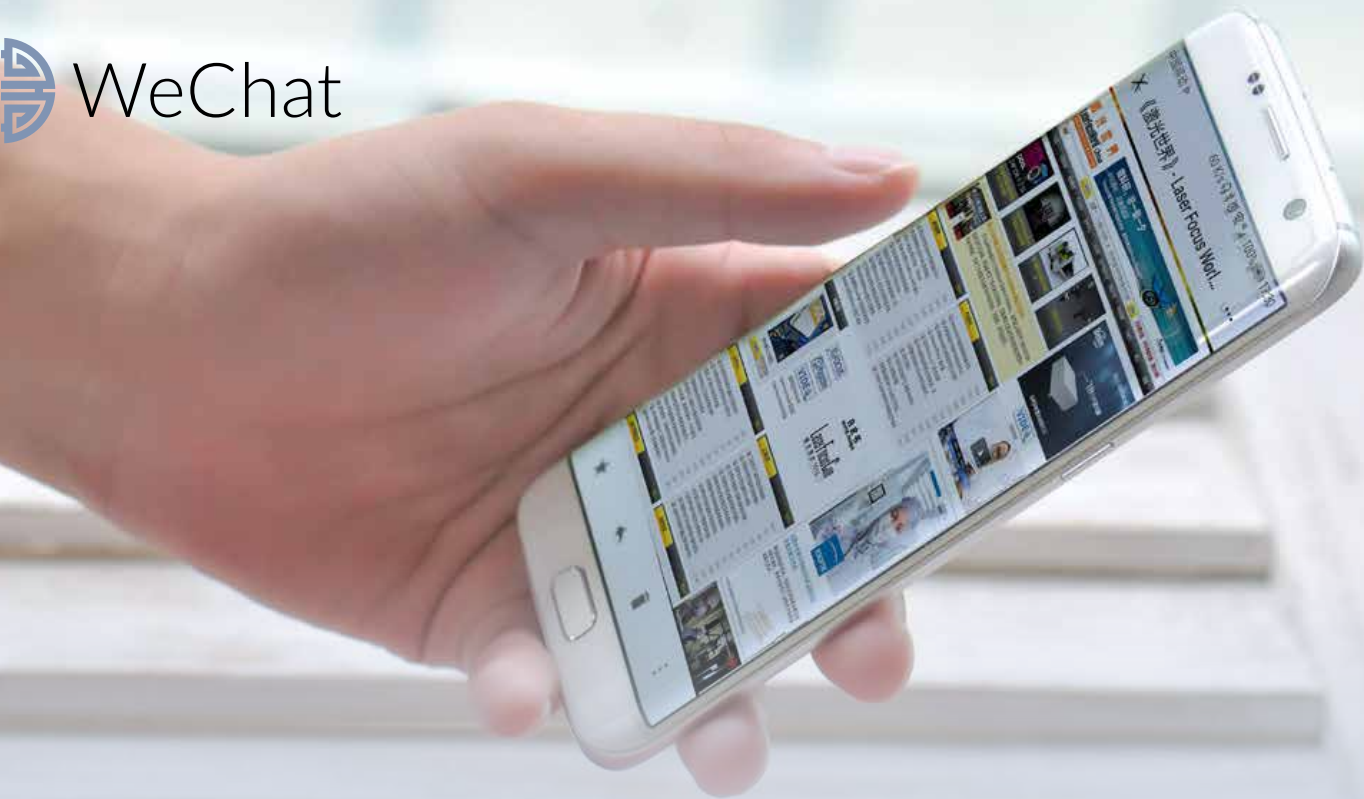
Banner sizes: 800x450 or 960x540 pixels

Formats: gif, animated gif, jpg

File Size: 40k or less

Most third-party Ad tags can be accommodated but require testing prior to deployment.

	1 week	2 weeks	4 weeks
US\$	540	1,020	1,930



Marketing isn't about technology, it's about people. Technology is only interesting, from a marketing perspective, when it connects people with other people more effectively.

Nevertheless imagine a market (China) with no access to Facebook, Instagram, or Twitter. And imagine that more than half of those people are using one online social service to chat and share with friends, read news, play games, track their fitness goals, make voice and video calls, shop online, and even pay for lunch. That's WeChat.

Because WeChat is so deeply embedded in people's lives, companies—even technical companies—use WeChat as a way of gaining a foothold in the Chinese market.

LFWC's WeChat channel has already opened the door for you to effectively reach a self-defined audience of LFWC followers who are interested in receiving the latest technology information from LFW, LFWC, and LaserFocusCon.

Within our WeChat environment you can

- Deliver messages to customers promoting tech articles, new product launch information
- Use the site as a recruitment tool
- Deliver banner-like ads to be used as page breaks between articles sent by WeChat
- Set up customized WeChat programs

Consult us for your wechat programs.



请关注微信号





Mechanical Specifications

	Spread Page	Full Page	2/3 Page Vertical	2/3 Page Horizontal	1/2 Page Vertical	1/2 Page Horizontal	1/2 Page Island	1/3 Page Vertical	1/3 Page Horizontal	1/4 Page	1/6 Page
Live Area (Non-Bleed)	386mm x 253mm 15" x 10"	183mm x 253mm 7" x 10"	115mm x 253mm 4.5" x 10"	183mm x 162mm 7.2" x 6.4"	82mm x 253mm 3.2" x 10"	183mm x 117mm 7" x 4.6"	117mm x 183mm 4.6" x 7.2"	48mm x 253mm 2" x 10"	183mm x 71mm 7.2" x 2.8"	82mm x 117mm 3.22" x 4.6"	48mm x 117mm 2" x 4.6"
(Trim)	406mm x 273mm 16" x 10.75"	203mm x 273mm 8" x 10.7"	135mm x 273mm 5.3" x 10.7"	203mm x 182mm 8" x 7.2"	102mm x 273mm 4" x 10.7"	203mm x 137mm 8" x 5.4"	137mm x 203mm 5.4" x 8"	68mm x 273mm 2.6" x 10.7"	203mm x 91mm 8" x 3.6"	102mm x 137mm 4" x 5.4"	68mm x 137mm 2.7" x 5.4"
(Bleed)	412mm x 279mm 16.2" x 11"	209mm x 279mm 8.2" x 11"	141mm x 279mm 5.6" x 11"	209mm x 188mm 8.2" x 7.4"	108mm x 279mm 4" x 11"	209mm x 143mm 8.2" x 5.6"	143mm x 209mm 5.6" x 8.2"	74mm x 279mm 3" x 11"	209mm x 97mm 8.2" x 3.8"	108mm x 143mm 4.3" x 5.6"	74mm x 143mm 3" x 5.6"

General Policy

Advertisers and advertising agencies assume liability for all content of advertisements printed and also assume responsibility for any claims arising therefrom made against the publisher. The publisher reserves the right to reject advertising not conforming to publication standards. The publisher reserves the right to place the word "advertisement" with copy, which in the publisher's opinion resembles editorial materials. The publisher is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any government or quasi-government entity, fire, flood, insurrection, riot, explosion, embargo, strike, whether legal or illegal, labor or material shortage, transportation, interruption of any kind, work slowdown, or any condition beyond the control of the publisher affecting production or delivery in any manner.

In the event of non-payment, the publisher reserves the right to hold the advertiser and/or agency jointly and severally liable for such monies as are due and payable to the publisher. The publisher will not be bound by any conditions, printed or otherwise, appearing on any insertion order or contract when they conflict with the terms and conditions of this rate card.

Cancellations

No cancellations or changes will be accepted after the "Ad close" date. Notification of cancellations prior to closing date must be in writing.



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